



Media Release

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Growing students' knowledge of sustainable production

Primary and secondary school students across Australia are learning about their role in the sustainable production of food, clothing and other everyday items through an educational CD-ROM that explores sustainable production and consumption.

The *Ollie's Island* CD-ROM, produced by Sustain Ability International with the financial support of the Forest and Wood Products Research and Development Corporation, has been embraced by educators nationwide as they help students appreciate the environmental, social and economic impacts of producing everything they eat, drink, use, wear and the buildings they live in.

Sustain Ability International director Ms Jane Stewart said the CD-ROM, aimed at middle-school students, encouraged behavioural change by helping students:

- Develop an understanding and appreciation of where everyday items come from;
- Identify their own role within chains of production and consumption;
- Understand the outcomes of their own consumptive behaviours;
- Recognise their influence as consumers; and
- Develop the knowledge and skills to make environmentally and socially responsible decisions and to take positive action within their own homes, schools and communities.

Ms Stewart said *Ollie's Island* highlighted the latest innovations in the production and consumption chain of the forest industry including reducing waste through eco-efficiency, recycling of wood and paper and biodiversity management in native forests.

"Nowhere is there a definitive description of the complex and interconnected issues of production, processing, transportation, distribution, and disposal across all industries and how they combine together to give us the products and services we consume each day," Ms Stewart said. "Consumers are expected to discover this multitude of industry-specific information and then make the connections between the interrelated issues for themselves in order to make their wise consumer choices. *Ollie's Island* helps them do this."

FWPRDC Executive Director Dr Glen Kile said the FWPRDC, National Association of Forest Industries and the Australian Plantation Products and Paper Industry Council were pleased to assist in the development of best-practice case studies from the forest industry to include in *Ollie's Island*.

"*Ollie's Island* gives users an understanding and appreciation of the resources that it takes to sustain their modern lives and thereby help them make wise consumer choices," he said. "This will not only positively impact the consumption trends within communities across Australia; it should also encourage those involved in the production of products and services, at all stages of their lifecycle, to move towards more sustainable practices wherever possible."

More information on *Ollie's Island* can be found at www.olliesworld.com/island

This release can also be viewed on the FWPRDC website

www.fwprdc.org.au

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